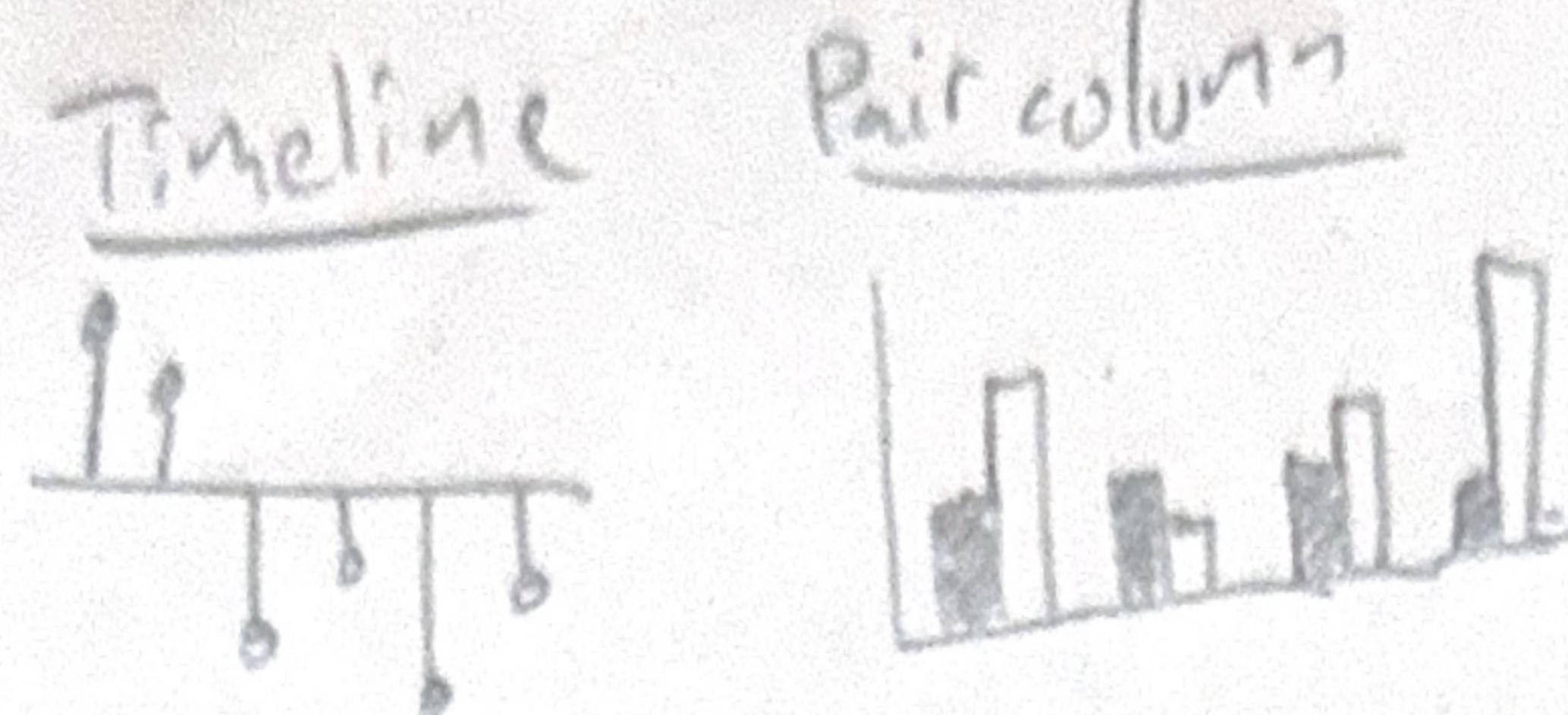
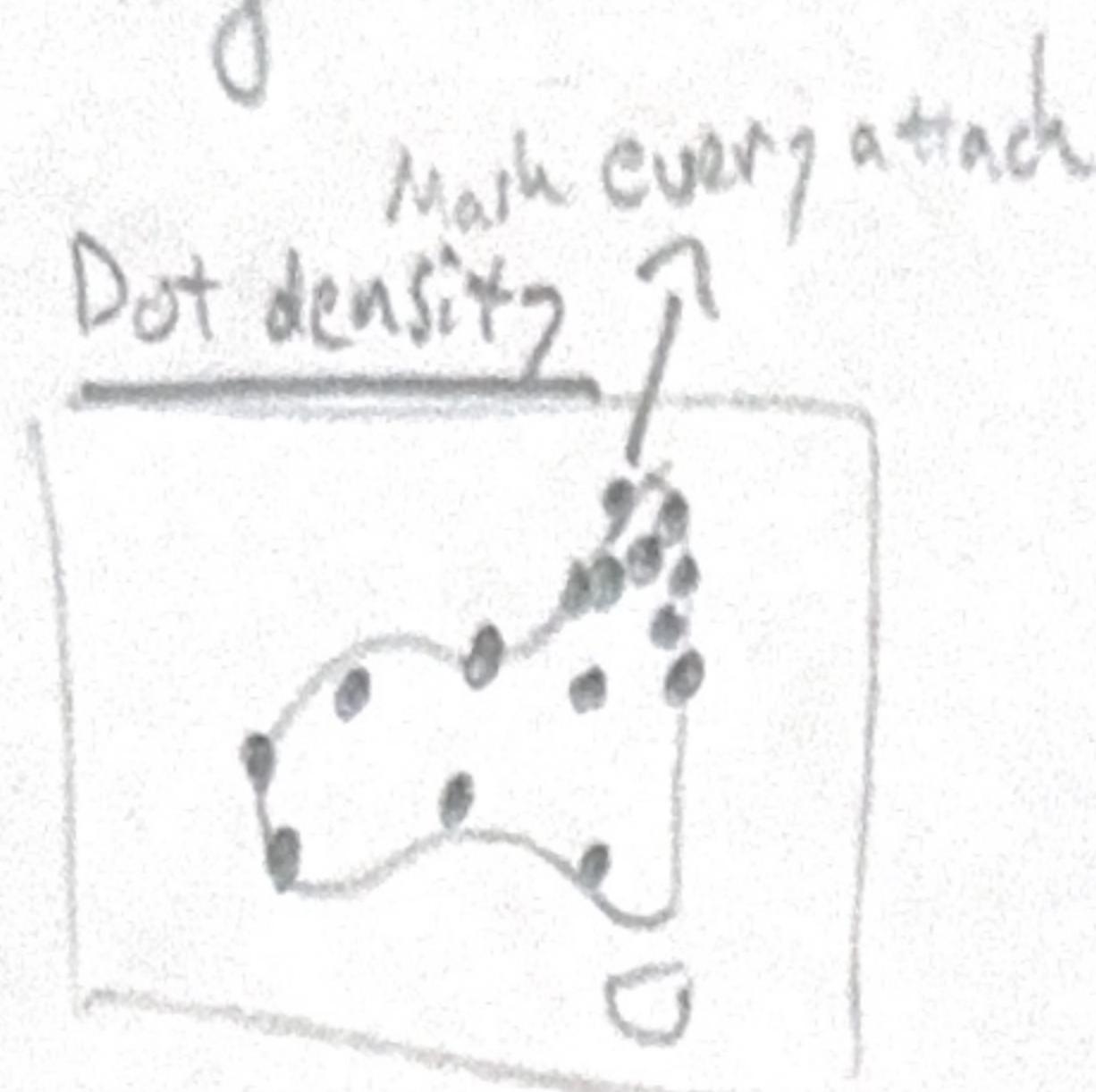


# IDEAS

## Categorical

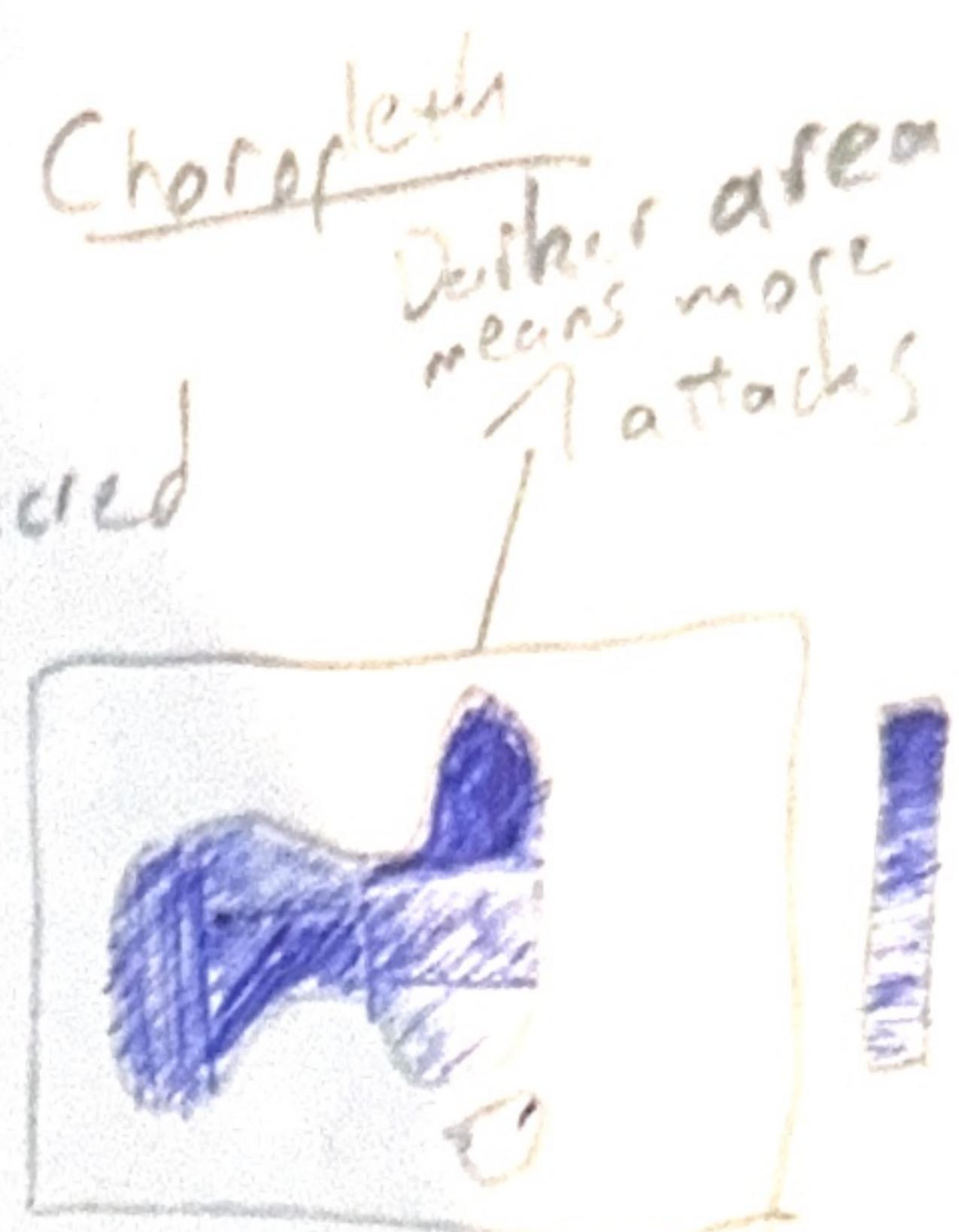


## Proportional



## Choropleth

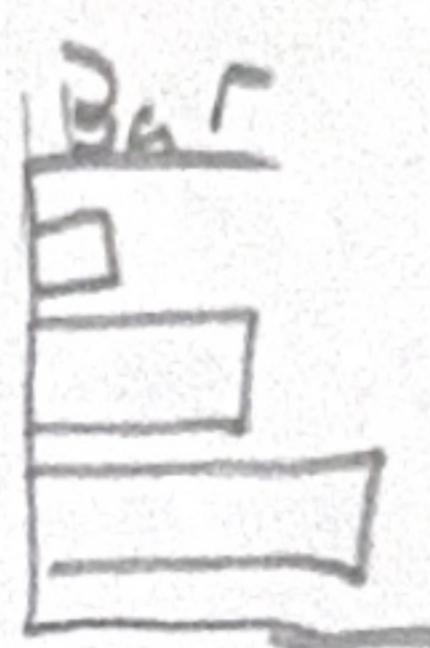
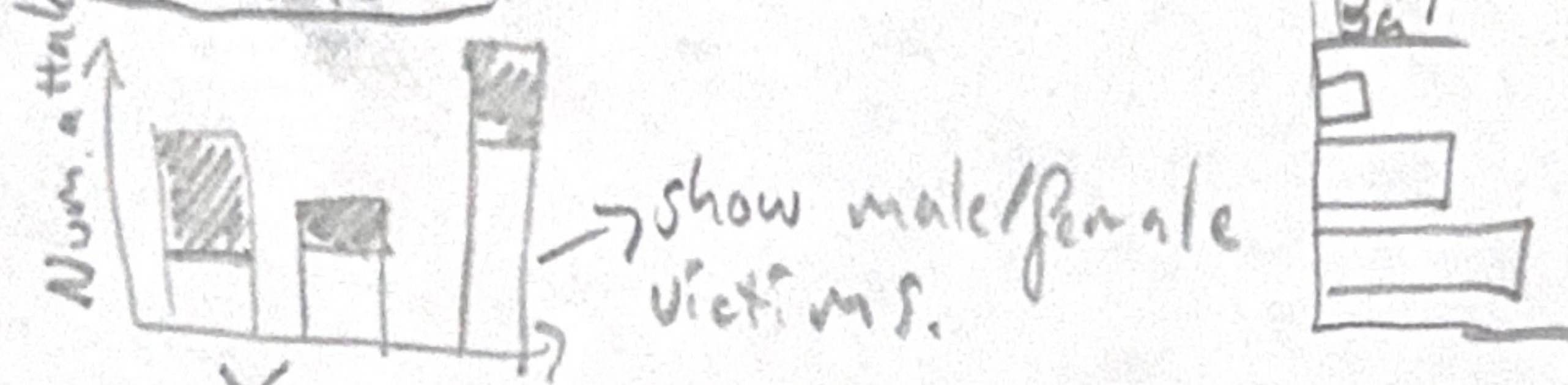
Show the area where attacks occurred



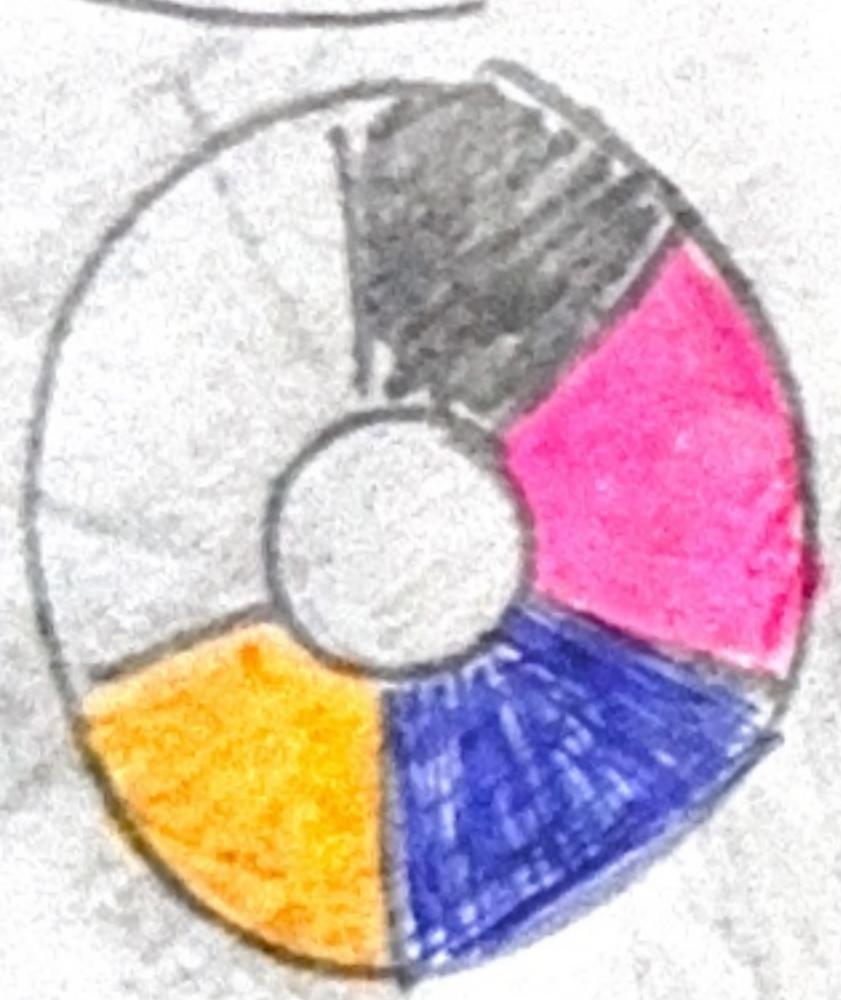
## Treemap

Nurse	Tiger	Bull
Other		white

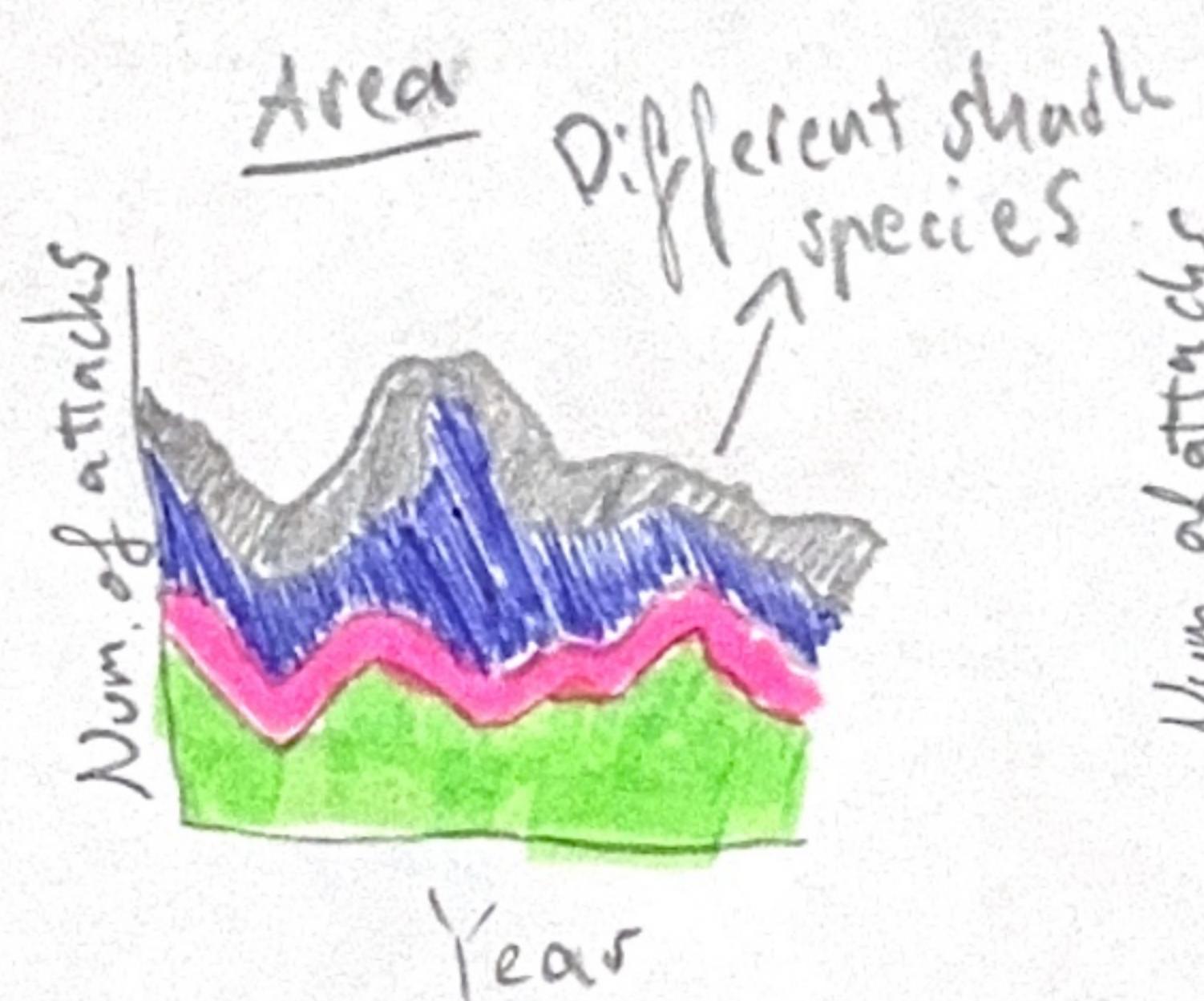
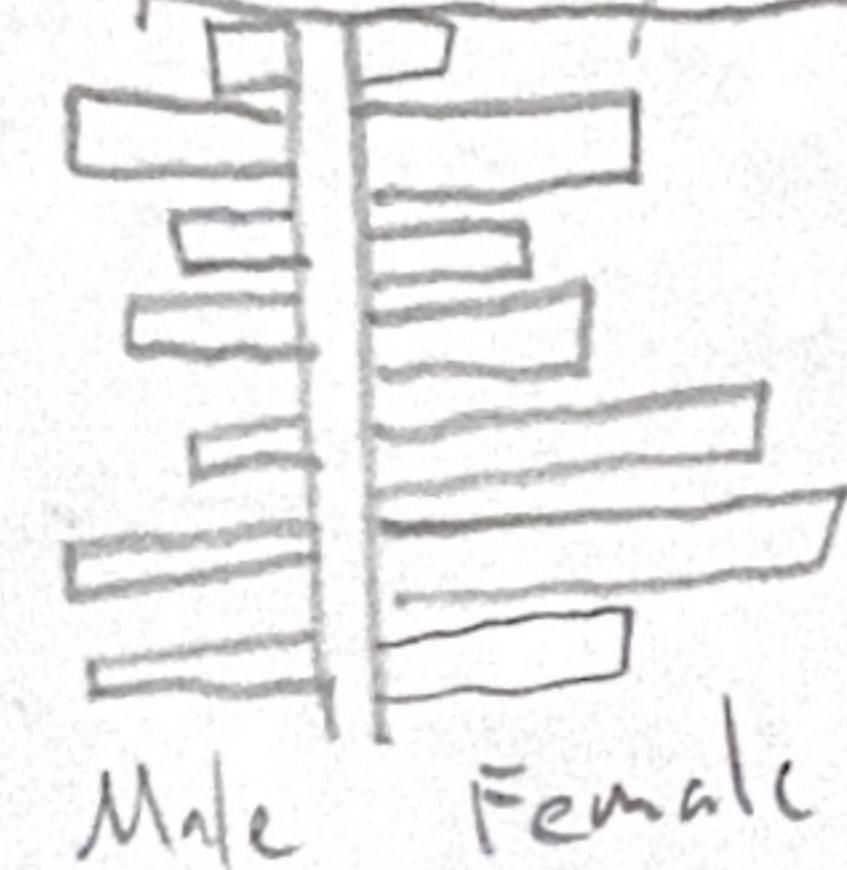
## Stacked column



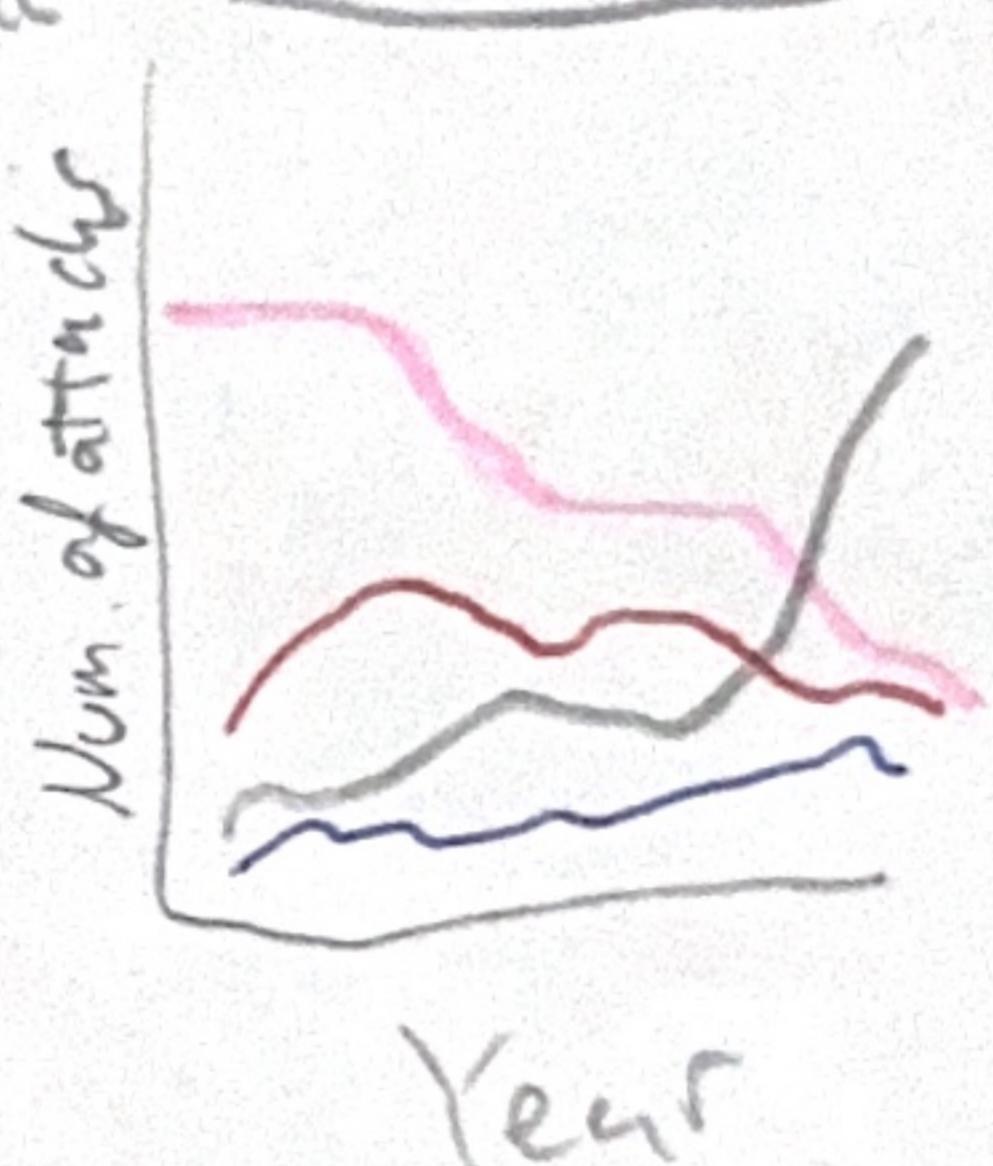
## Donut



## Population Pyramid



## Multi-series line



## Combine and refine

### Treemap and donut.



- Represent same information.
- Treemap is easier to read.

### Stacked area over stacked column

- Both represent similar information however stacked area provides better readability when you want to see the changes over time

### Choropleth over categorical

- Choropleth is better in this case as it shows density and magnitude
- Choropleth shows variation across regions.

## Questions

- Are specific attacks highlighted?
- Does it provide an overview of where and who is involved?
- Are there any trends with the attack?

## Categorise

Where are the shark attacks occurring?

Who is involved?

Victims

Filter

Attackers

## Proportional map

- Does not show exact location of shark attacks.
- Give shark attacks happen near the coast, this may not be accurate.

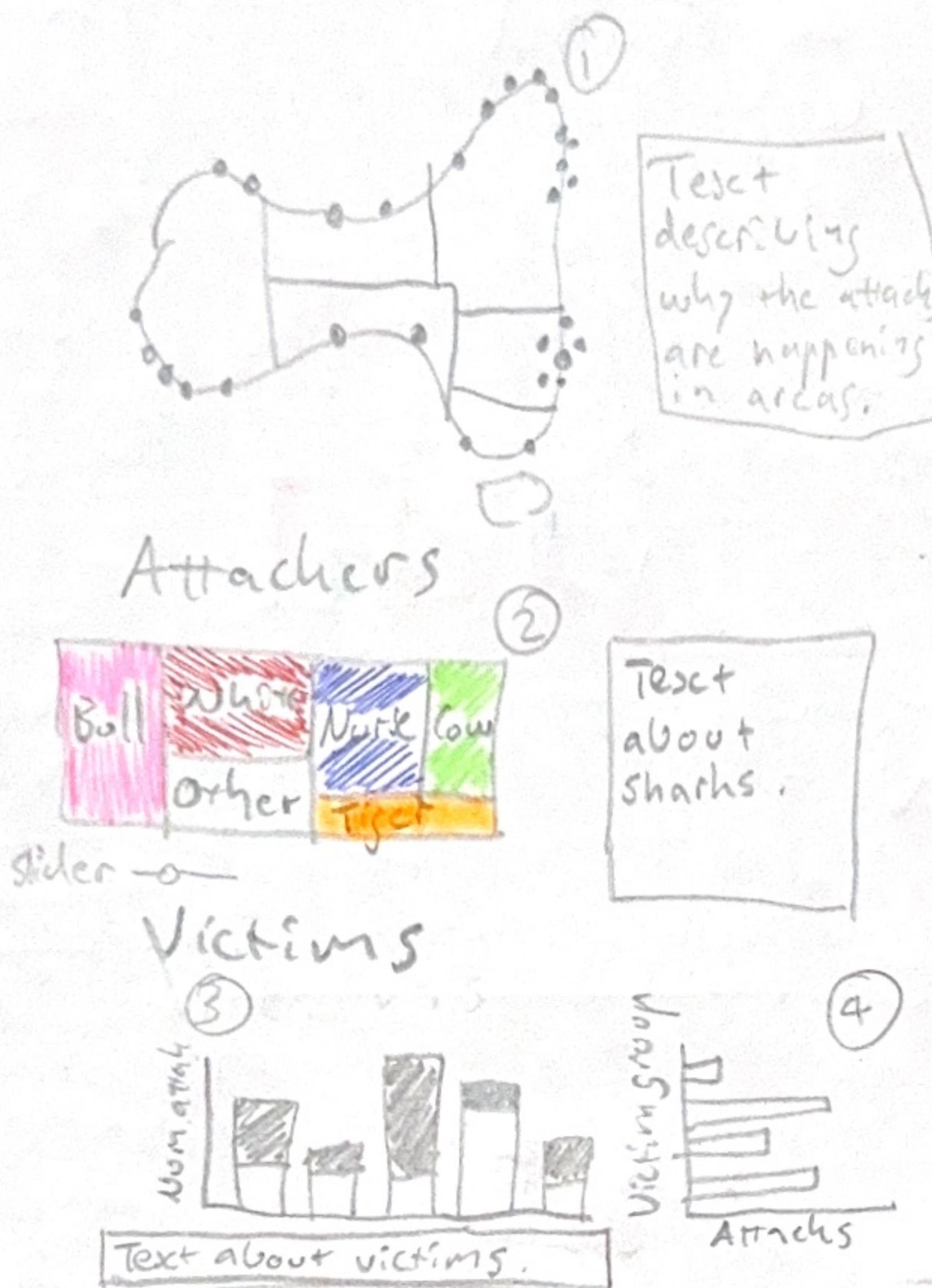
## Timeline graph

- Only showcases one attribute which may not provide sufficient information.

②

## Layout

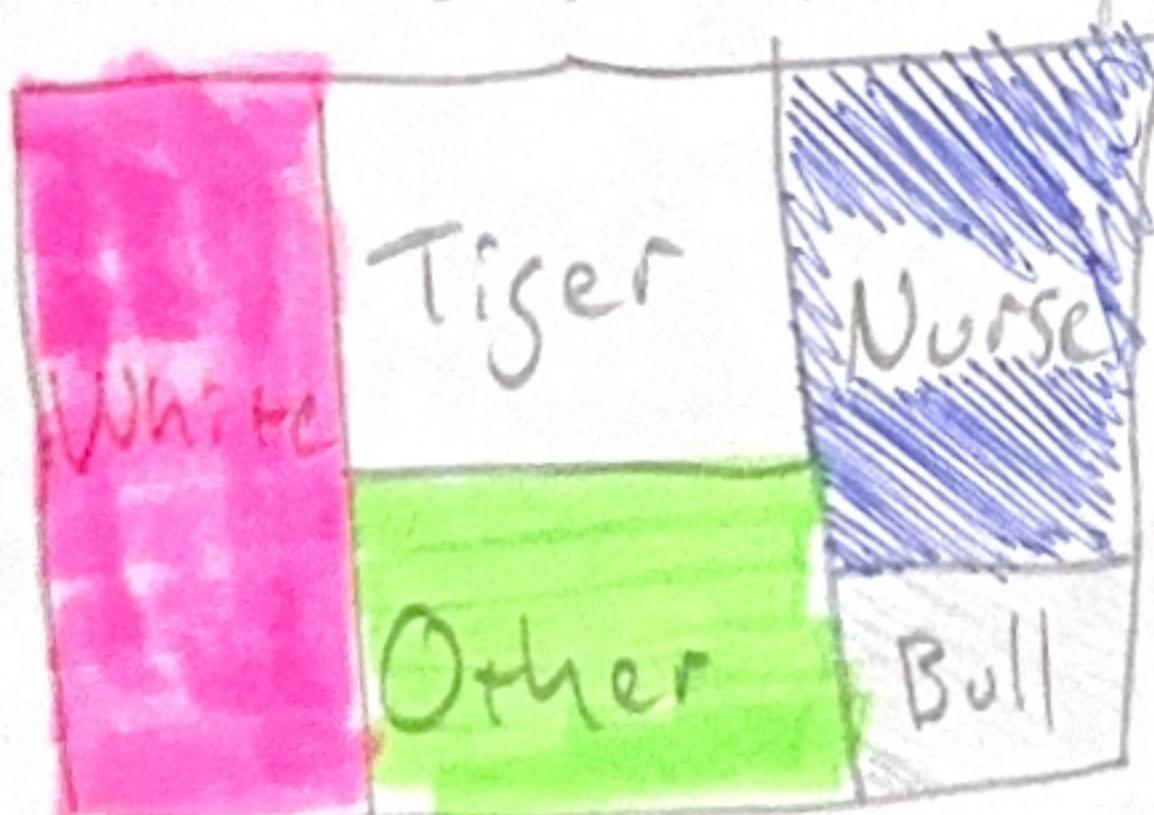
### Shark attacks in Australia



## Focus

→ As this is in the middle of the visualisation, this brings the focus to who the attackers are.

→ Having the treemap easily show the distribution of the attackers.



## Pros

→ Good story flow which follows the top-down.

→ Clearly shows information about where and who.

## Cons

→ Too much white space.

T: Shark attacks in Australia,

A: Jiseok Shin

D: 20/09/2024

S: 2

T: Show the shark attackers

## Operations

→ For idiom 1, a tooltip will display information about each attack when you hover over. This will be name, age, exact location.

→ Idiom 2 will have an aspect ratio slider which the user can use to change the layout of the treemap.

## Layout

# Should you be scared of sharks?

T: Should you be scared of sharks?

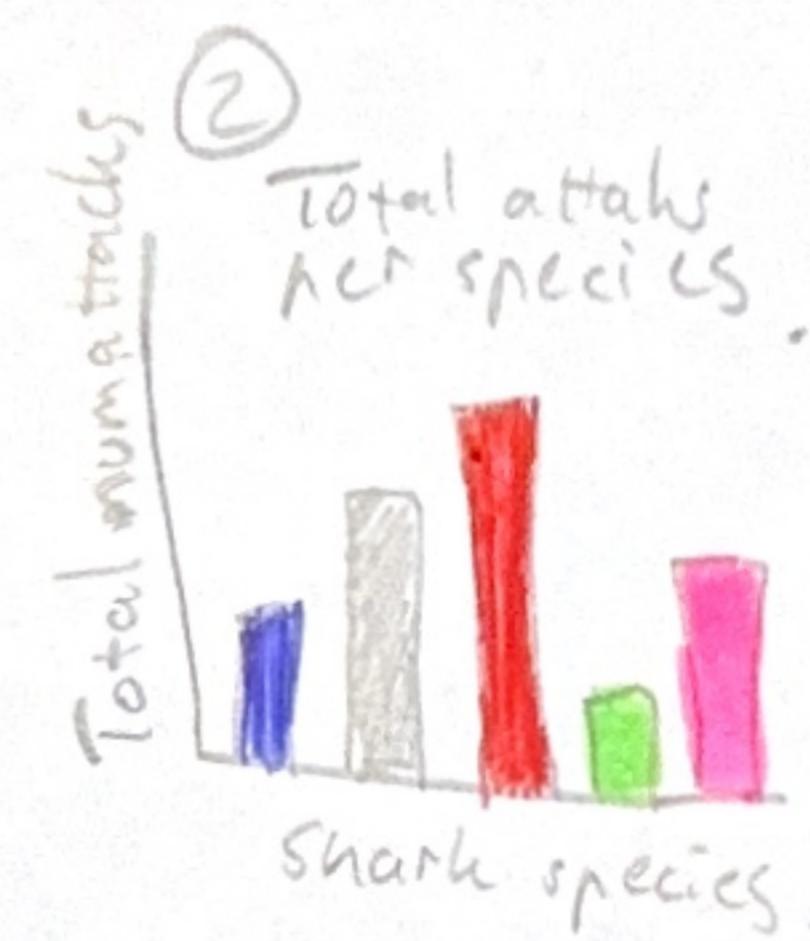
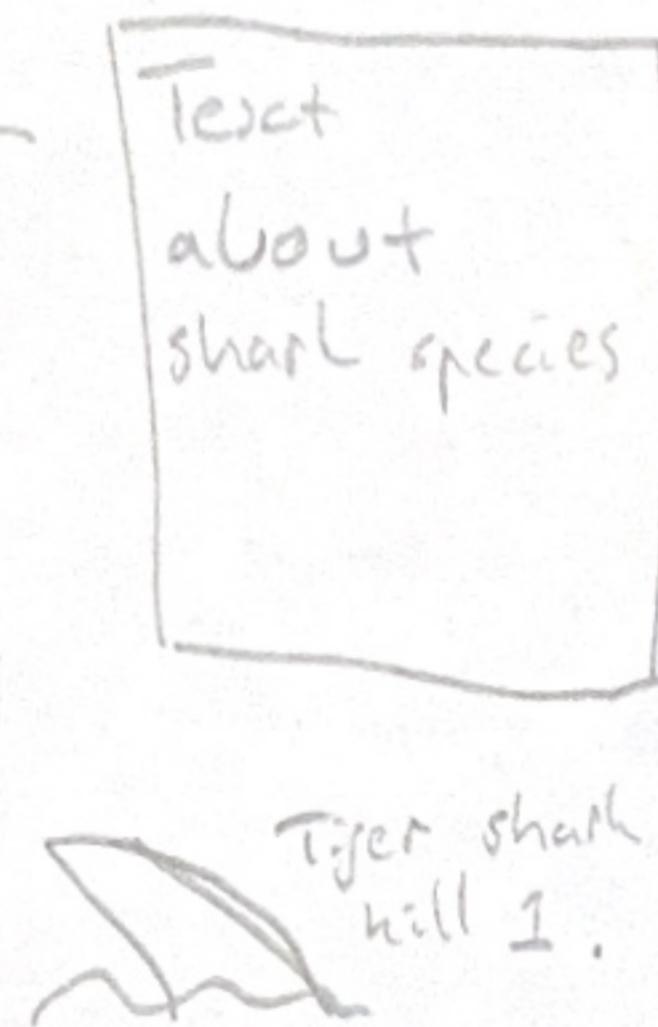
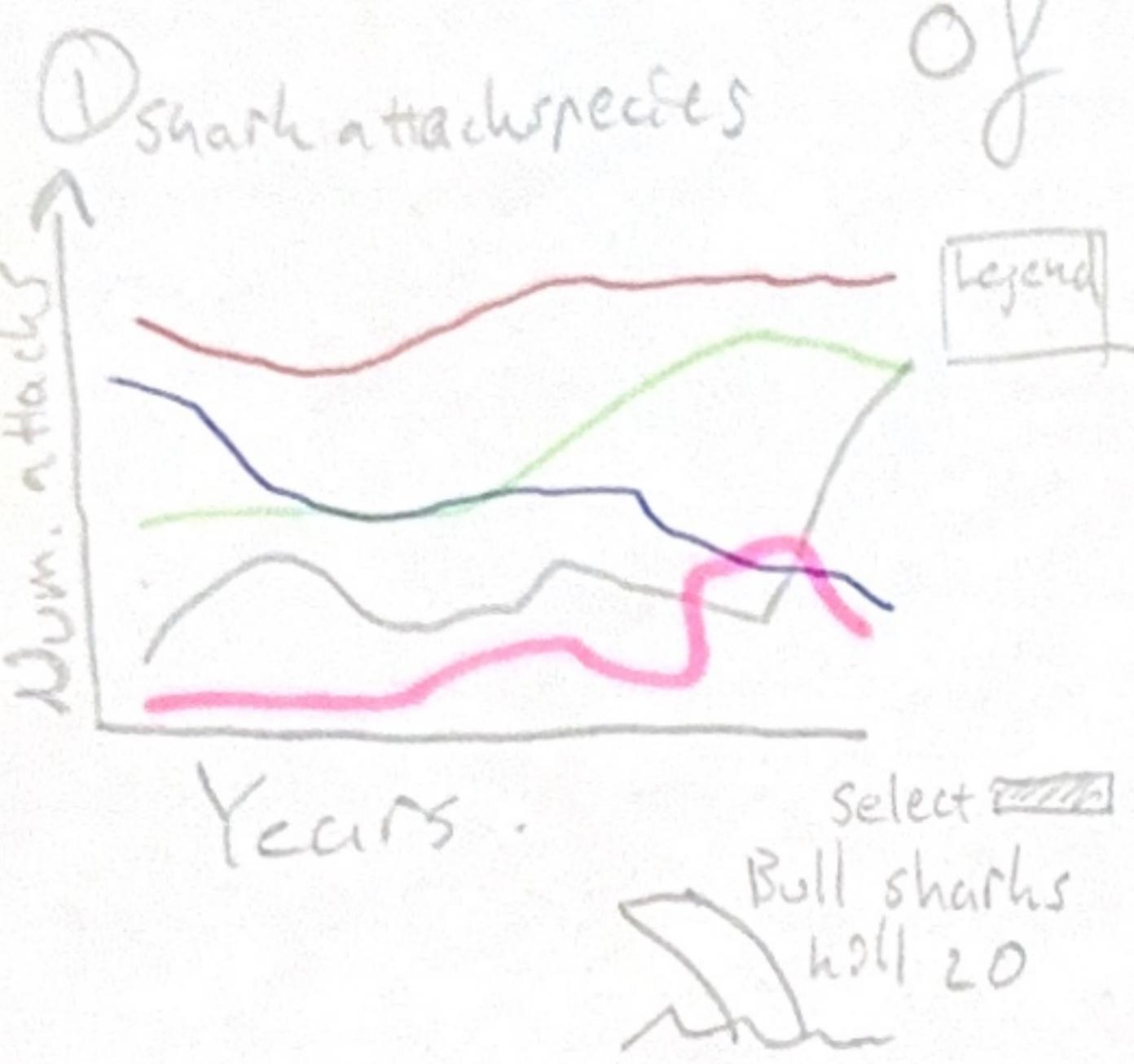
A: Jiseok Shin

D: 20/09/24  
S: 3

T: Who is vulnerable to shark attacks

## Operations

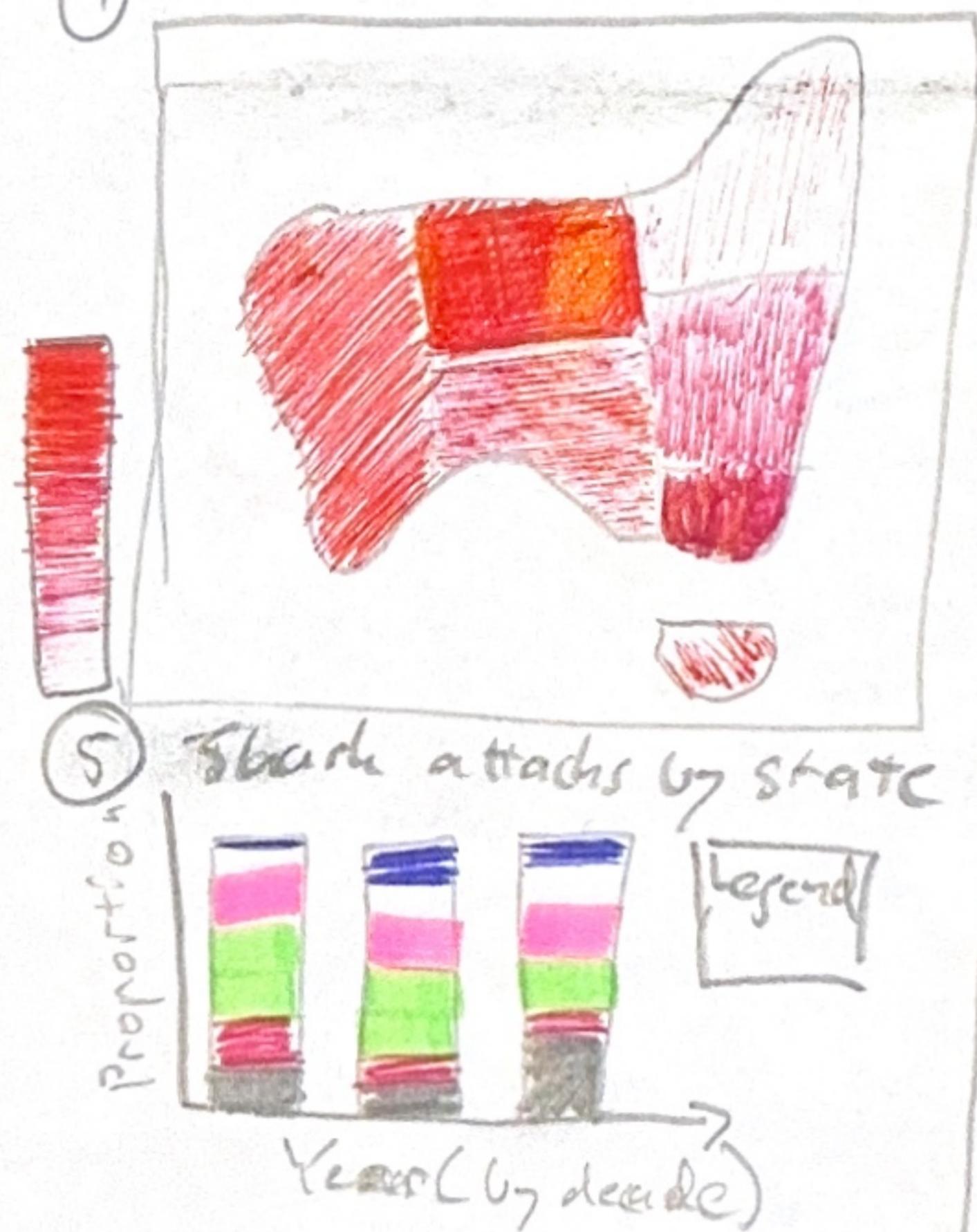
→ For idiom 1, you can hover over lines to see exact values. You can also select which line (shark species) you want to view.



## ③ Sex of victims

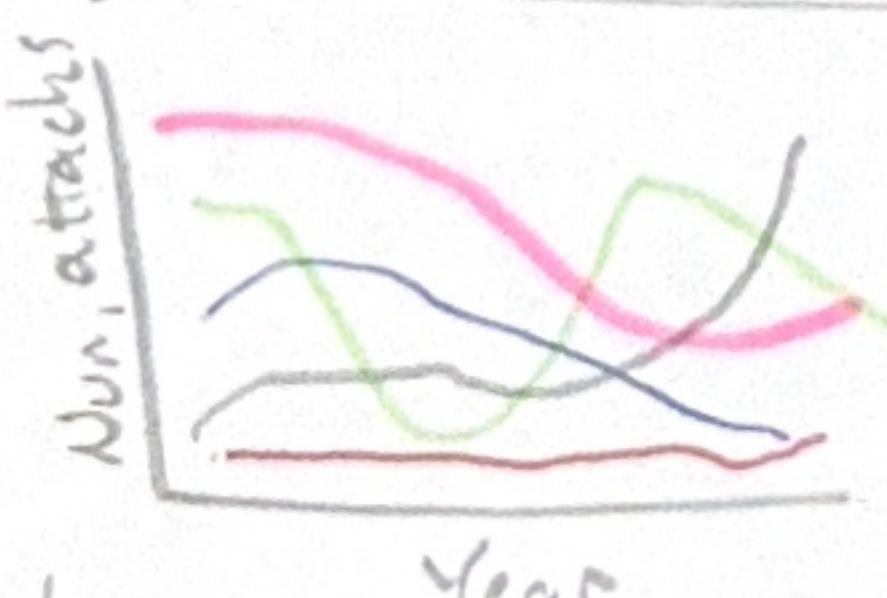


## ④ Where did attacks occur



## Focus

→ The different coloured lines show the different shark species.



→ Focus is on 'who' the attackers were  
→ Positioned to top left to be the first thing that viewer can see.

## Cons

→ Too clustered which makes it hard to identify the focus.

## Pros

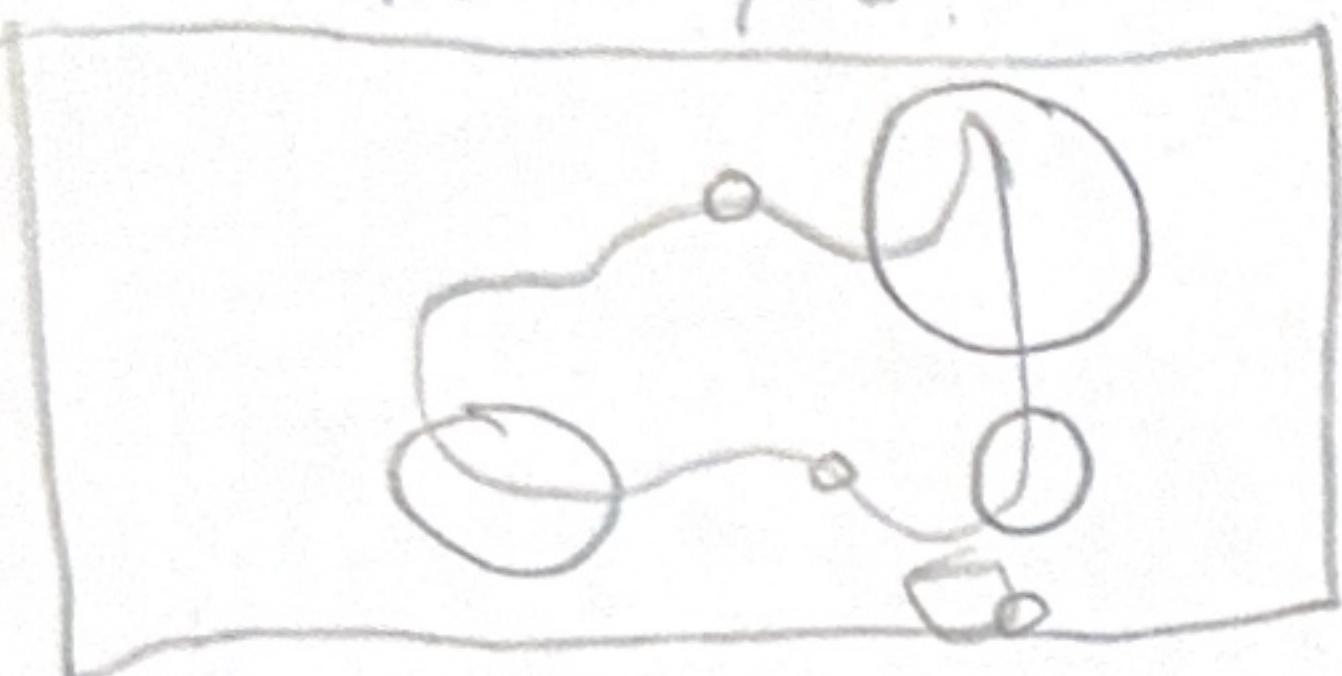
→ Shows lots of different information.

+

## Layout

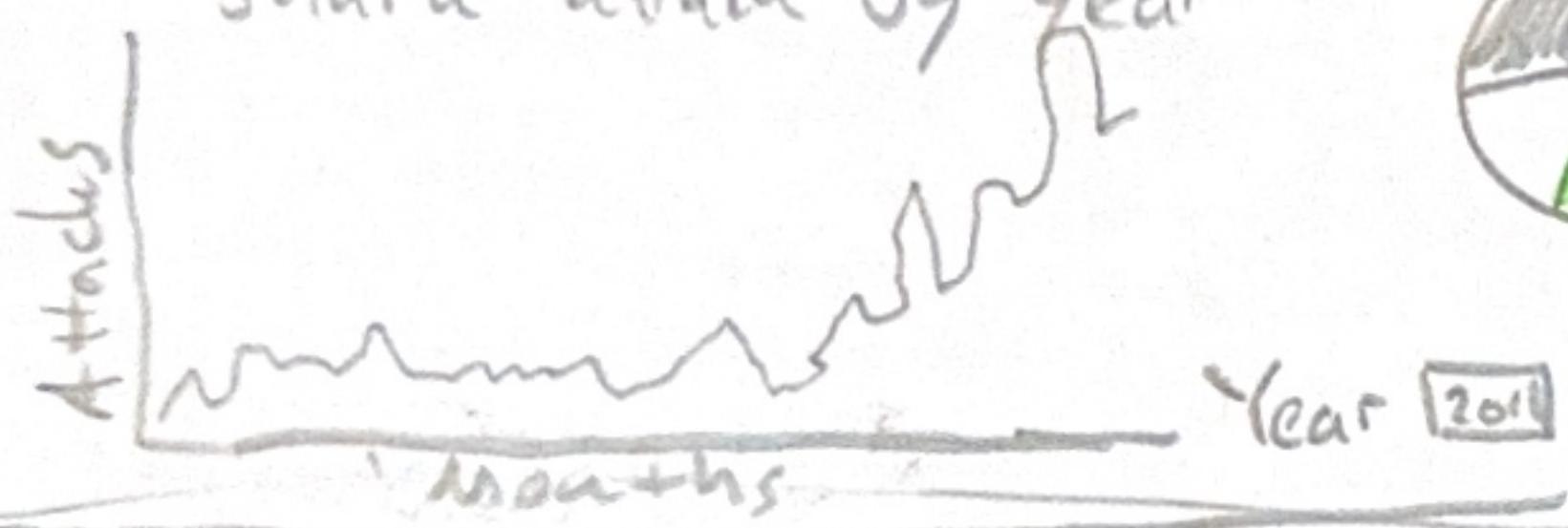
How safe are you  
in the water?

Q: Are shark attacks happening  
near you.

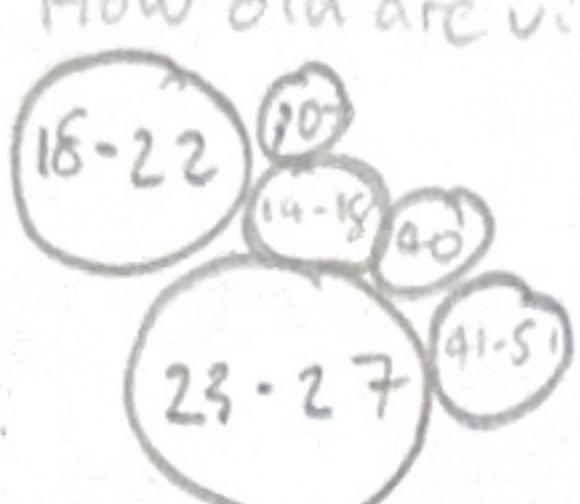


Text about locations

② Shark attack by year



③ Is this you?  
How old are victims

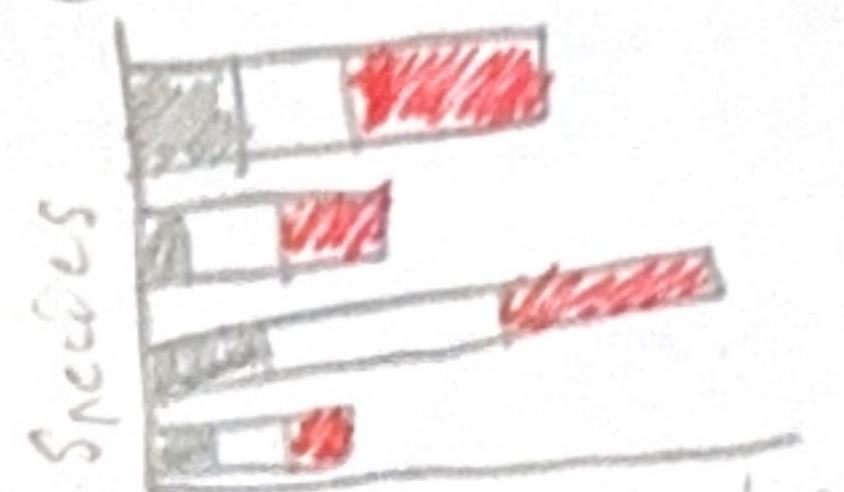


Text about  
age group

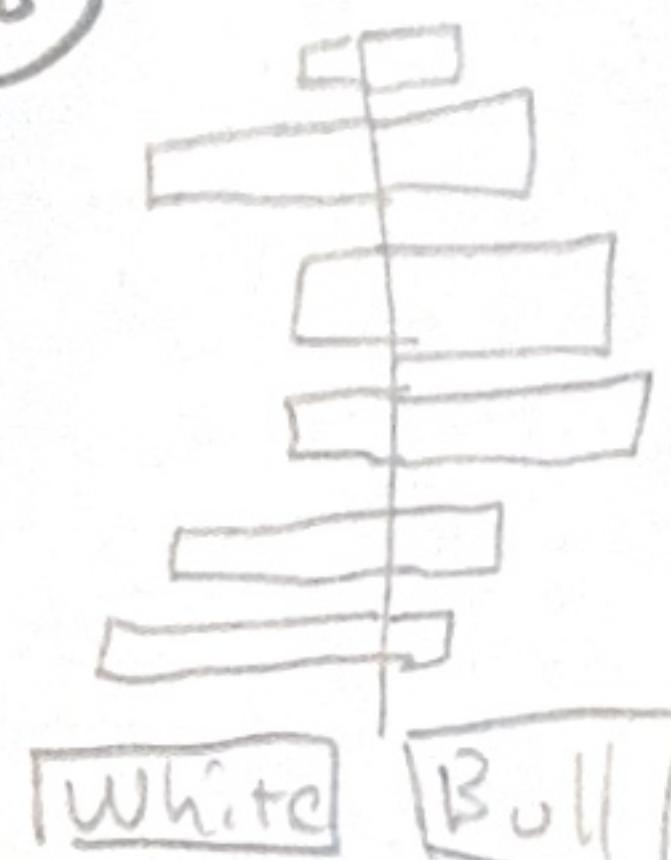
④ What were victims  
doing



⑤ Shark attack  
Attack outcomes



⑥ Attacker compare



## Operations

In idiom 6, the viewer can select two shark species to compare.

- This is done by selecting species on drop down box.

In idiom 2, the viewer can select the exact year they want to analyse using a drop down box.

- This will let them view the attack that occurred each month of that year.

T: How  
safe are you  
in the water?

A: Jiseok  
Shin.

D: 22/09/24

S: 4

T: Who is most  
likely to be attacked

## Focus

The first row of idioms are the focus as it is the first thing the viewer can see.

→ Size of graphs can be bigger to emphasize important information.

## Cons

→ Hard to focus on a specific idiom as the size is similar with all idioms.

## Pros

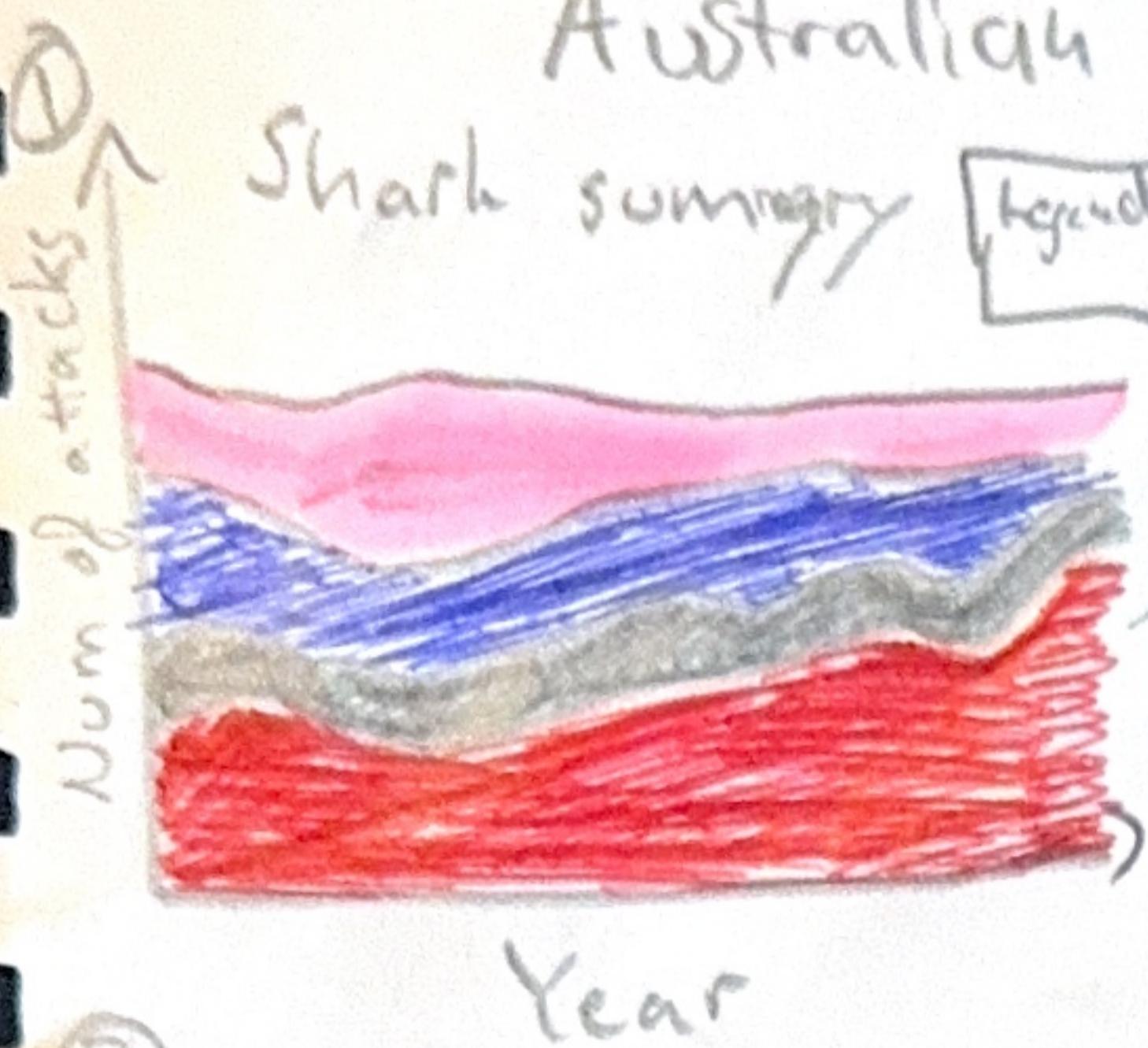
→ Clearly divided section based on columns to differentiate different topics.

→ Lots of information presented well with good storytelling.

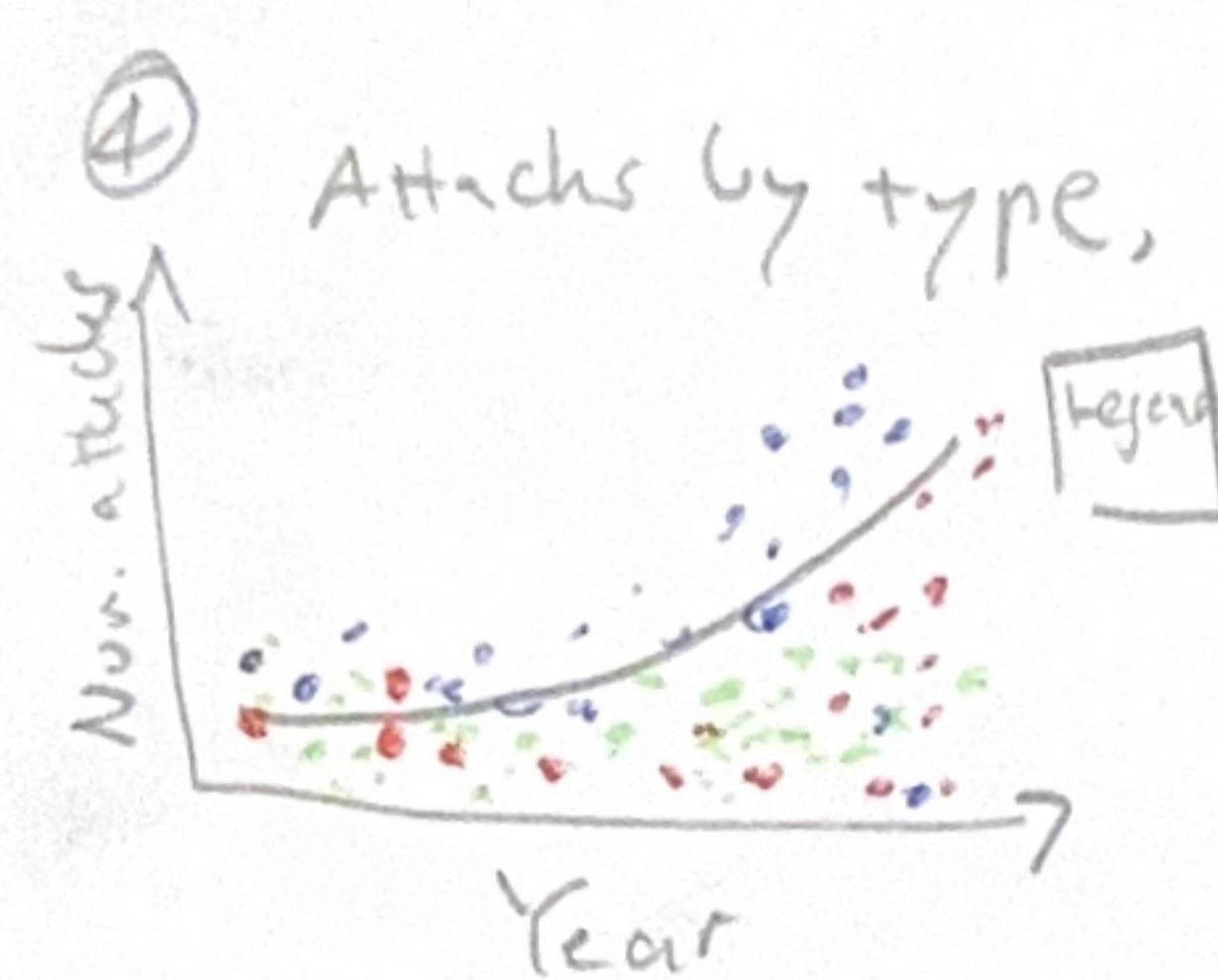
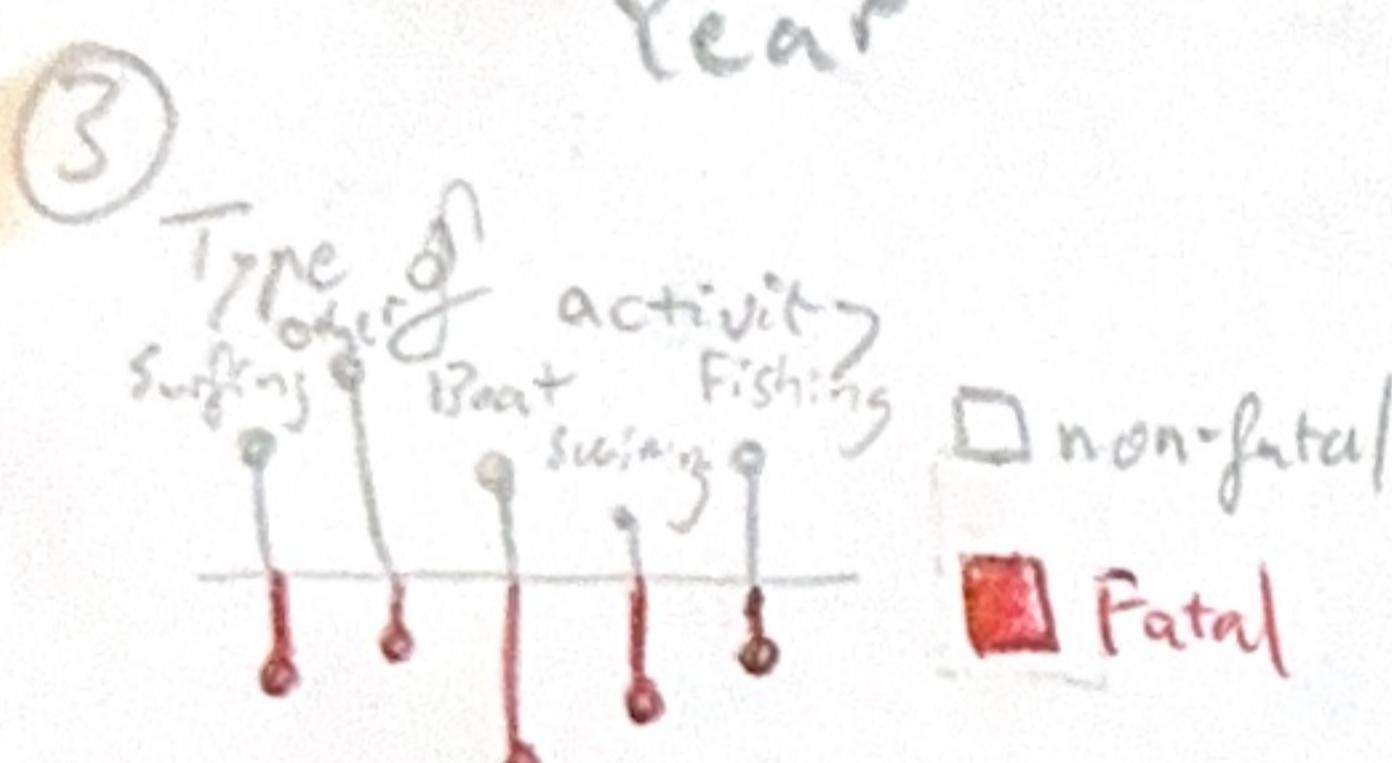
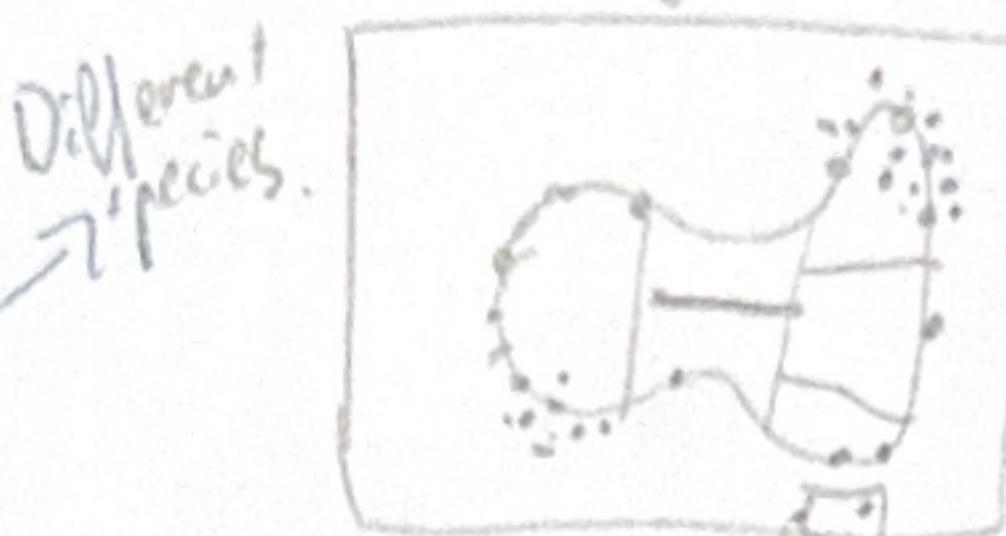
→

## Format

### Australian shark attacks.



### ② Map of attacks



## Focus



- The graph is positioned on the top to be the first graph viewed.
- It is large in size.
- Indicates clearly what the most dangerous shark species is, without having to know the exact values

⑤  
T: Australian shark attacks

A: Jiseok Shin

D: 22/09/24

S: 5

T: Overview of shark attacks.

## Operations

In idiom 1 you can hover over the areas to find exact values. Also, by clicking on an area/species it will blur the other areas.

## Pros

- Layout is good as it puts focus on area graph.

## Cons

- Lots of white space.
- Lacks detail which does not provide in-depth analysis